

# City of Austin Opportunity for Prosperity: Hispanic Quality of Life Initiative



January 15, 2008

Presentation to the Austin City Council  
Adelante Solutions, Inc.

# **City of Austin**

## **Opportunity for Prosperity: Hispanic Quality of Life Initiative - Introduction**

- **In May 2008 the Austin City Council passed a resolution to study the quality of life for the growing Hispanic population.**
- **Early data on Hispanic community engagement conducted by Adelante Solutions, Inc. on behalf of the United Way revealed that Hispanics ranked Education, Health, Economic Stability and Cultural Arts/History as top concerns for the community.**
- **The Council recognized the opportunity to expand on the foundation of the early study conducted on Hispanics Community Engagement to examine how the city could tap into the broad bandwidth of the Hispanic/Latino community to assess four key areas.**

***Making the Connection: An Examination of  
Volunteerism in the Greater Austin  
Hispanic/Latino Community  
United Way Initiative***

# Early Data: United Way Report on Hispanics

**The study on Hispanic Community Engagement sought to examine the**

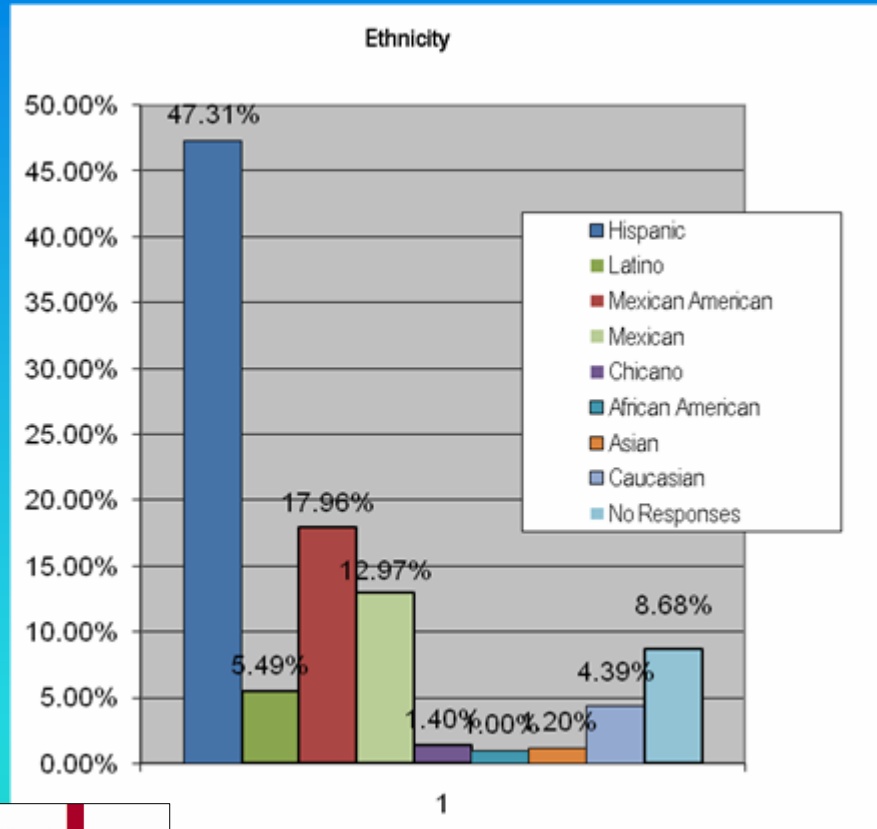
- ✓ **Issues Hispanic/ Latinos believe need to be addressed;**
- ✓ **Role community engagement has in addressing these issues; and**
- ✓ **Need to do more in the Hispanic/ Latino community to promote their civic involvement and engagement?**

## **Data Gathering Process:**

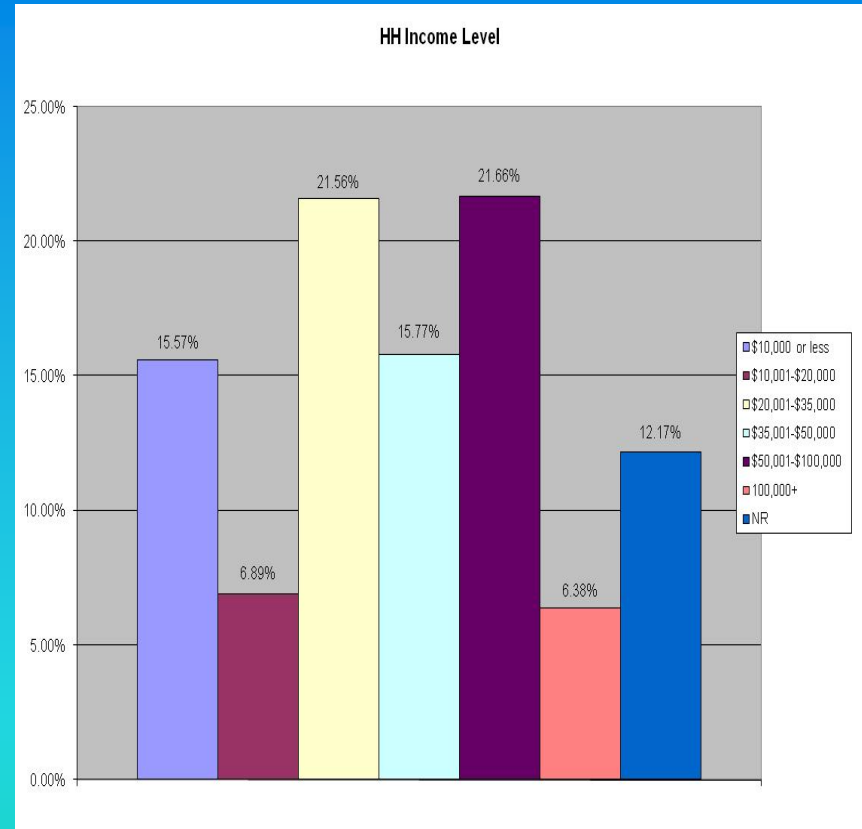
- **1002 surveys, phone hotline, electronic mass mailing and a designated website, 12 stakeholder meetings.**
- **Two focus groups further augmented quantitative data; provided critical qualitative insights.**
- **Surveys and focus group discussions administered in Spanish and English over a 9 month period.**

# ***Making the Connection: An Examination of Volunteerism in the Greater Austin Hispanic/Latino Community***

## **Data Analysis – Profile of Participants**

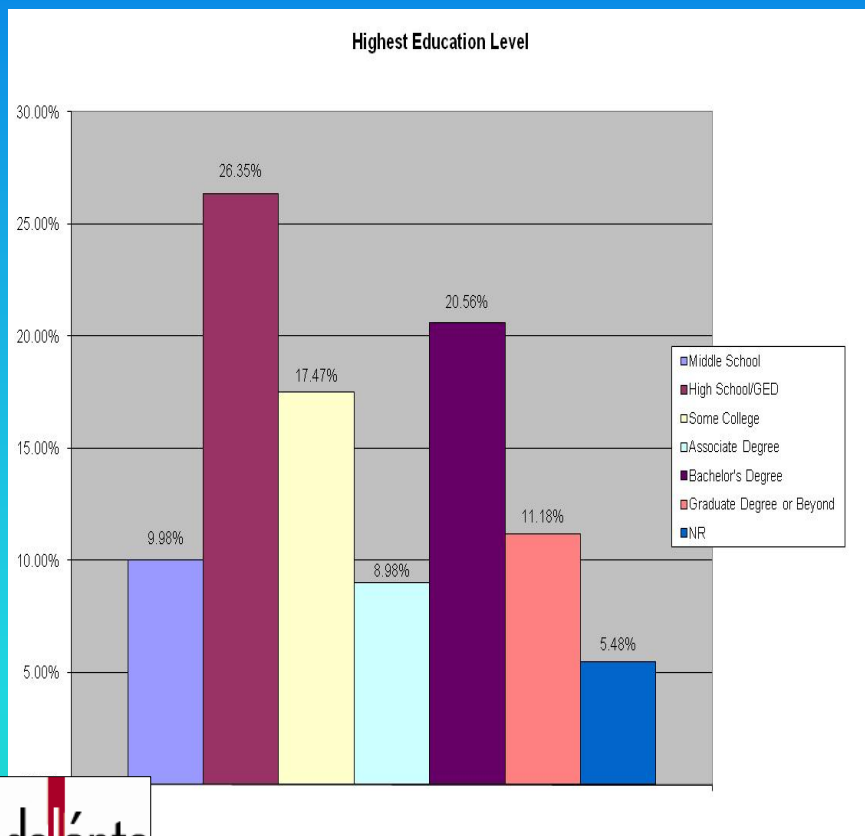


## **Data Analysis – Profile of Participants**

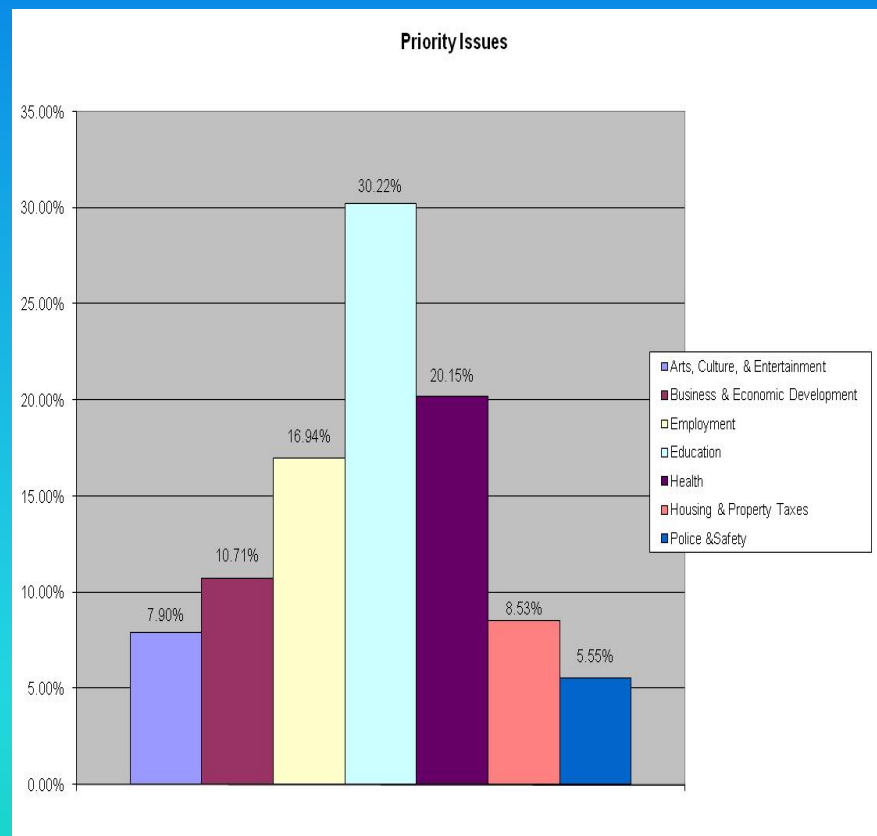


# ***Making the Connection: An Examination of Volunteerism in the Greater Austin Hispanic/Latino Community***

## **Data Analysis – Profile of Participants**

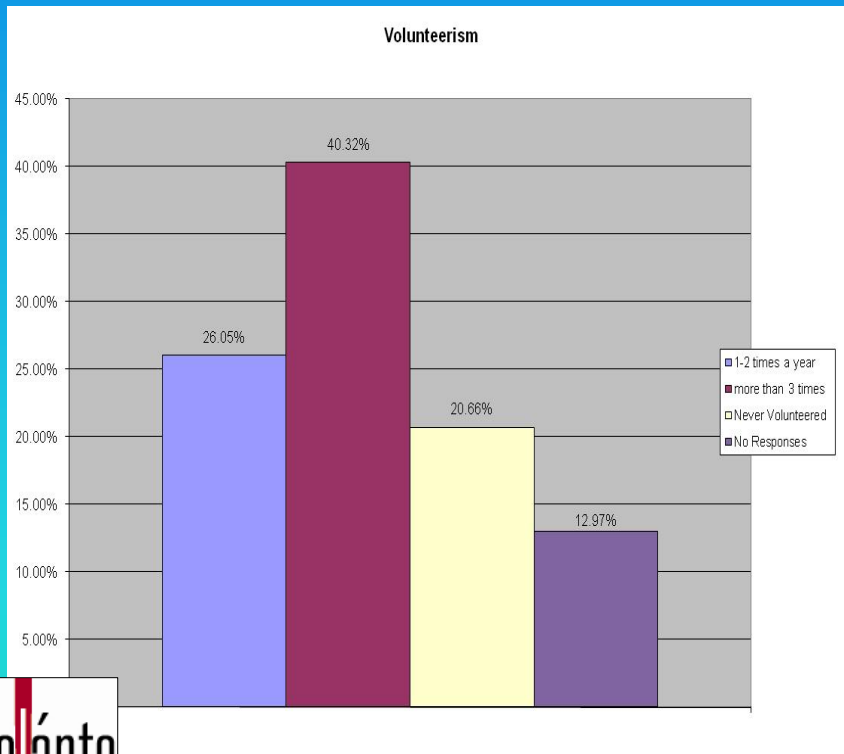


## **Data Analysis – Issues**

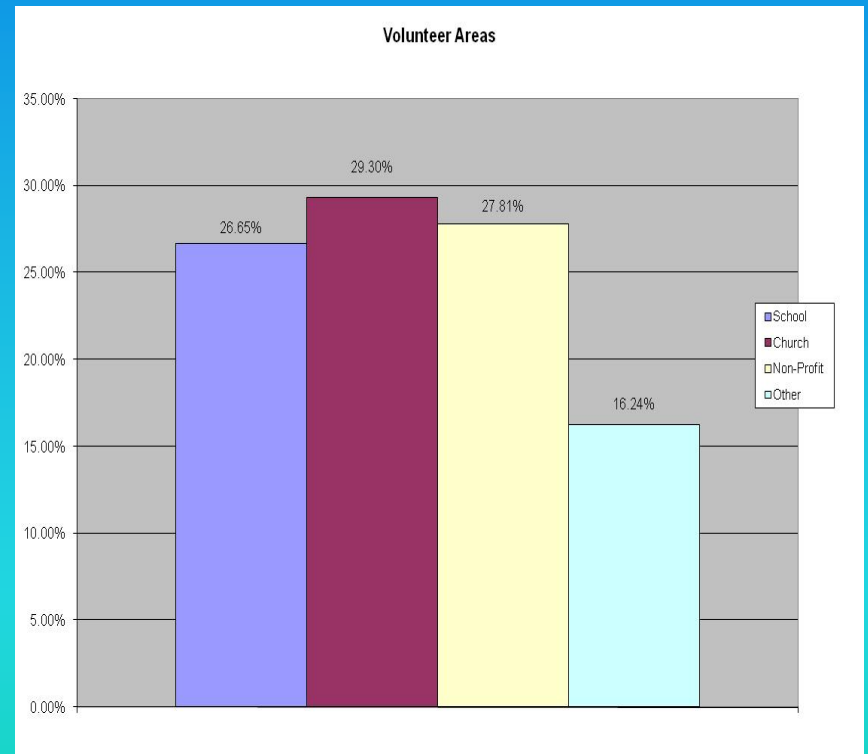


# ***Making the Connection: An Examination of Volunteerism in the Greater Austin Hispanic/Latino Community***

## **Data Analysis - Volunteerism**

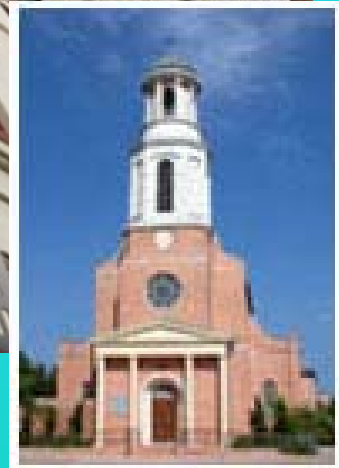


## **Data Analysis - Volunteerism**



# Moving Forward

# City of Austin Opportunity for Prosperity: Hispanic Quality of Life Initiative



# City of Austin

## Opportunity for Prosperity: Hispanic Quality of Life Initiative Will Determine

- Whether the quality of life for Hispanics is markedly different from the quality of life experienced by Hispanics in other cities?
- Whether the quality of life experience by Hispanics is significantly different from the quality of life experienced by the rest of the City and other demographic groups?
- Is the City of Austin providing opportunities to enhance the quality of life in Austin for Hispanics/Latinos?
- Is the city of Austin providing programs, services and funding to enhance the quality of life in Austin for Hispanics/Latinos?

# City of Austin

## Opportunity for Prosperity: Hispanic Quality of Life Initiative - Planning

- **November 2008 – Defined scope of work, methodology and timeline for team of consultants**
- **December 2008 – Prepared DRAFT overview of process for City Staff**
- **January 7, 2009 – Briefed City Manager's Office**
- **January 15, 2009 – Presentation to Austin City Council**

# **City of Austin**

## **Opportunity for Prosperity: Hispanic Quality of Life Initiative - Forums**

- **Total of 4 community forums (beginning in late February through late April 2009)**
- **Recommend the following order:**
  - 1) **Education**
  - 2) **Economic Development**
  - 3) **Cultural Arts/History/Enrichment**
  - 4) **Health**
- **Proposed locations and venues:**
  - 1) **Central West Austin – Austin High School/AISD Auditorium**
  - 2) **Central East Austin – MACC/ACC Eastview Campus**
  - 3) **North Austin – Reagan High School/Webb Middle School**
  - 4) **South Austin - Crockett High School / ACC South Campus**

# City of Austin

## Opportunity for Prosperity: Hispanic Quality of Life

### Initiative Marketing & Outreach

Day of Forum

Coordinate key messaging for media at forum.

1 day

Prompt stakeholder and opinion leaders for constituency turnout. Coordinate media participation/coverage of forum.

1 week

Prompt stakeholder and opinion leaders for constituency turnout. Draft and distribute 2<sup>nd</sup> press release to media.

2 weeks

Continued development of stakeholder and opinion leader engagement. Draft and distribute official press release to media. Conduct media interviews.

3 weeks

Continued development of stakeholder and opinion leader engagement. Coordinate message distribution via identified channels. Engage media for primary news coverage (earned media) and negotiate added-value media buys.

30 Days

Collaborate with Forum experts to ensure appropriate Bi-lingual messaging. Define media and grass roots outreach strategy. Design, publish print/digital collateral pieces. Build stakeholder/opinion leader coalition and message distribution channels to include, civic, religious, business, educational institutions.

# City of Austin

## Opportunity for Prosperity: Hispanic Quality of Life Initiative - Marketing & Outreach

### Task 1

- **Media & Advertising for Forums (Bilingual)**

- Develop key messaging and taglines for the forums
- Create and design collateral materials
- Earned media plan
- Media advertising
- Seek out promotional opportunities print and online

### Task 2

- **Grassroots Community Outreach (Bilingual)**

- ID opinion leaders
- Engage school district as a resource
- Engage religious communities
- Engage business and community organizations with existing networks

# City of Austin

## Opportunity for Prosperity: Hispanic Quality of Life Initiative - Forum Structure

- 2 hour community forum ( 6:30 p.m. to 8:30 p.m.)
- Proposed format for forum will include:
  - Introduction to the process (set expectations)
  - Brief presentation on subject matter by City & Adelante (information on existing City services & programs, data & demographics)
  - Brief facilitated panel discussion
  - Structured Community Dialogue, i.e. small group discussions
  - Large group reporting (general discussion & feedback)
  - Data/Survey collection (priorities)
  - Next steps

# **City of Austin**

## **Opportunity for Prosperity: Hispanic Quality of Life Initiative - Forum Outcome**

**Detailed Summary Report which captures community feedback**

- 1. Identification of Themes – Discovery**
- 2. Prioritization on Issues**
- 3. Assessment and Feedback to City of Austin on what the city is doing well and what it is not doing well**

# **City of Austin**

## **Opportunity for Prosperity: Hispanic Quality of Life Initiative - Timeline**

- **First Forum : Education**  
**February 24, 2009, Central Austin**
- **Second Forum: Economic Development**  
**week of March 23, 2009, South Austin Location**
- **Third Forum: Cultural Arts/Enrichment**  
**week of April 6, 2009, Central East location**
- **Fourth Forum: Health**  
**week of April 27, 2009, North Austin location**
- **Preliminary Results, end of May 2009**  
**Draft Report by Adelante Solutions, Inc. to City Staff (30 days)**
- **Presentation to Austin City Council, June 2009**